

PREVENTION & OUTREACH SUBCOMMITTEE **DRAFT** MINUTES

October 7, 2019 – 4:00 p.m. – 5:00 p.m.

Smyrna Rest Area, Conference Room, Smyrna, DE

QUORUM MET – 5 OF 7

PRESENT: Christine **Applegate**, **CHAIR**, RN Navigator, Bayhealth Hospital; Andrew **Burdan**, Brain Injury Advocate/Support Group; Tammy **Clifton**, Senior Vocational Rehabilitation Counselor, DVR; Christy **Handley**, Executive Director, Brain Injury Association of Delaware; Dorothy **Prior**, Psychologist, Nancy **Ranalli**, Director of Community Outreach & Assistive Technology, Easterseals; **Carey Swartzentruber**, Survivor; and Dee **Rivard**, SCPD.

ADDITIONAL PARTICIPANTS: (Not able to vote or count toward quorum)

TELECONFERENCE:

GUESTS – Karen **McGloughlin**, Director of Women's' Health & Rape Prevention & Education

ABSENT: Tiffani **Taylor**, PAM Rehabilitation Center;

CALL TO ORDER

Christine called the meeting to order at 3:55 p.m.

- Christine called for review and approval of the September 9, 2019 meeting minutes. Tammy Clifton made a motion to approve as prepared, Carey Swartzentruber seconded the motion and members in attendance unanimously approved the minutes of the previous meeting.

OLD BUSINESS

- At the last meeting, Christine agreed to incorporate the modifications suggested by the committee into the Prevention & Outreach letter. Unfortunately, she has not had a chance to get the suggested modifications incorporated into the letter and requested the delaying of agenda item 3 a. until our November meeting.
- Andrew stated that he did not get a chance to contact Dan Gaffney yet and requested that we postpone agenda item 3 b. until our next meeting in November. He will update every after his contact. After inquiring what this committee wanted him to discuss with the talk show personality, committee members requested that he speak about brain injury awareness, available Delaware brain injury resources and the TBI Fund. Christine also volunteered to speak if Andrew wanted a co-presenter.
- Christine discussed agenda item 3 b., relating to the committee's previous suggestion for her to speak on Delmarva Life to share information on brain injury awareness and to let people know about Delaware's Traumatic Brain Injury Fund (TBI) stating that she has not

yet had the opportunity to contact WBOC to request time to appear on the Delmarva Life show.

- Kristy Handley felt that appearing on Delmarva Life would be appropriate for Brain Injury Awareness Month if someone could speak sometime in February. Kristy shared that the Brain Injury Association of Delaware is requesting a Governor's Proclamation declaring March Brain Injury Awareness Month in Delaware. Christine and Kristy will work together to schedule and promote awareness on WBOC, Delmarva Life. Committee members felt that they should make appearances in both February and March. Andrew and Nancy also volunteered to make appearances and Carey and John McNeal could make an appearance to speak about brain injury awareness from the survivor's viewpoint.
- Kristy suggested that Dr. Mills and Dr. Krill from Post-Acute Medical may also be willing to participate in television and radio talk shows to increase education on brain injury awareness in Delaware.
- Christine suggested that perhaps Tom Cairo from Bayhealth might also be willing to participate in a talk show to promote brain injury awareness.
- Dee suggested asking Miguel Marco if he could also participate to provide information for veterans.
- Additional suggestions included WDOV and 88.7 The Bridge along with the Comcast Information Channel or the scrolling marquee that they show at the bottom of their community page to broadcast information on Delaware's TBI Fund. Andrew volunteered to contact someone from 88.7 The Bridge and Dorothy Prior volunteered to find out if information on the TBI Fund and brain injury awareness could be shared on the DHSS marquee outside of Herman Holloway Campus.
- Christine moved on to agenda item 3 c., requesting committee members to categorize informational packet literature so as not to inundate recipients with information that is not applicable to them or their practice. (See action item below.)
- Christine moved on to agenda item 3 d. requesting members to submit contact information for statewide contacts and for contacts specific to their county of responsibility. (See Action Item below.)
 - Christine advised that she is waiting on a couple of responses from hospitals and physicians offices prior to submitting her contact list to Dee.
 - Kristy Handley suggested that the subcommittee send a congratulations letter to the appropriate physicians named in the Delaware Today "Top Docs" article. She stated that the Brain Injury Association of Delaware (BIAD) already did this.
- Christine moved on to agenda item 3 e., requesting an update from Tammy as to the Brain Injury Committee's intent for this subcommittee to provide outreach and education. Did they intend for the subcommittee members to provide that outreach in person or electronically?
 - Tammy shared that at today's Brain Injury Committee meeting the BIC members clarified that their intention was for this subcommittee to do both in-person, through social media, by phone and through email.
 - Christine clarified that the general consensus is for person to person contact as well as electronic and social media contact.

- Dee suggested providing posters for facilities and physicians' offices to display that shares the SCPD Brain Injury website address and the BIAD website address. A suggestion was made for Dee to talk with Ron Sarg about his administrative person in the Veterans Affairs office about printing out our information for sharing with other organizations due to the SCPD limited budget for outreach.
- Christine liked the idea of creating a poster for display in physician's offices, etc. Kristy stated that the Brain Injury Association of America (BIAA) has template posters that BIAD is able to use that we can insert the TBI Fund contact information as part of the poster. Kristy volunteered to look into this for the subcommittee.
- **ACTION ITEM:** Dee is still waiting to receive everyone's contact information for sharing of the Prevention & Outreach initial contact letter. Please double check what you volunteered to provide below and submit it to Dee as soon as possible.

REMINDER:

- Tammy volunteered to obtain contact information for family practices in Kent County. Andrew will obtain a list of adult day services programs in Delaware and a list of adult day care email addresses.
- Tiffani Taylor volunteered to obtain contact information for home health agencies to send to Dee.
- Dorothy Prior volunteered to obtain contacts information for day services programs that are contracted with DDDS, contact information for case managers throughout the state and Community Navigators who are contracted with DDDS by county. She also volunteered to obtain contact information for regional program directors and regional support directors along with regional supervisors for the Columbus Organization to send to Dee.
- Christine volunteered to provide contact information for Delaware hospitals and Kent and Sussex County physician's offices.
- **Categorization -- Review** the infosheets and fact sheets listed on the SCPD TBI Information website located at: <https://scpd.delaware.gov/brain-injury-information.shtml> and email Dee with your suggestions as to which categories the individual sheets should be included for mailing. E.g. Primary Care Physicians, Neurologists, Rehabilitation Facilities, Urgent Care Facilities, Day Care Providers, School Nurses, etc. (See categories previously provided from past minutes.)
- Committee members suggested adding a link to the bottom of the TBI Information webpage so viewers can easily access the TBI Fund application page. Dee will take care of adding the link.
- Ron Sarg suggested also adding a link to the Delaware Joining Forces website. Dee will create a Brain Injury Resources webpage and add the Delaware Joining Forces link to that page. She will include a link to the Brain Injury Resources webpage at the bottom of the TBI Information webpage.

NEW BUSINESS

- Christine asked subcommittee members how they wanted to proceed with prevention and outreach for the helmet law that the BIC is advocating reintroduction of this year.
- Subcommittee members suggested have a general Prevention & Outreach Facebook page where Delaware citizens could share their stories about motorcycle injuries and how it affected their lives and the lives of their families.
- Members need to work to try to obtain the number of people who have motorcycle license endorsements in Delaware.
- Nancy suggested public service announcements along the lines of “protect Your Melon” Wear a Helmet and obtaining and sharing the number of fatalities in Delaware from motorcycle accidents.
- Christine suggested sharing general brain injury prevention education information and tips on the outreach page. Perhaps this could be included as part of the Delaware Brain Injury Outreach page.
- Nancy stated that this subcommittee’s members need to work to come up with things to put on the BIAD website.
- Karen McGloughlin shared that the Division of Public Health does Instagram posting very well. Kristy stated that BIAD also does Instagram. DPH has the capability of all the little talking spots that get recorded that they share as Facebook links and as website postings.
- Karen suggested requesting a copy of the recording prior to doing any interviews with media.

ACTION & FOLLOW-UP ITEMS

- Availability of SCPD Funding for the P & O Subcommittee mailings.

ANNOUNCEMENTS

- Nancy announced that she is attending the Epilepsy Conference and the Transition Conference and volunteered to share the TBI Fund Info Cards if Dee can print them out and get them to her before then.
- Nancy is also planning to attend the Mental Health Conference scheduled for November 7 and can share the TBI Fund information at this event.
- Kristy advised that she will connect SCPD’s Prevention & Outreach Subcommittee with the MAPS Group in New Castle County as that might help with our outreach. There should be a similar group in Kent and Sussex Counties.
- DSAM sends out a regular email list serve about events that are going on in Delaware.

NEXT MEETING

December 2, 2019 from 12:30 p.m. – 1:45 p.m.
Smyrna Rest Area Conference Room.

ADJOURNMENT

- Andrew Burdan made a motion to adjourn the meeting that Tammy Clifton seconded. Christine called for discussion and hearing none, voting subcommittee members present unanimously approved the motion to adjourn.
- With no further business to discuss the meeting adjourned at 5:00 p.m.